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Intro to Podcasting 101  
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Asking questions about who has listened to podcasts and subscribing to podcast

What is a podcast – Oxford added the word in 2002 to their dictionary  
Media file that is distributed by subscription paid or unpaid over the internet using syndication feeds.

Traditional broadcasting, radio or television

- Preset channels or stations
- Specific time schedule
- Fixed duration for episodes
- Shows experienced in real time, without pause

Streaming Media

- YouTube using streaming media (showing mis teen south Carolina)
- Preset web location
- On-demand delivery
- Variable duration
- Pausable, replayable
- Must be experienced via a live internet connection
- No copies of digital files are given to the audience

Downloadable Media

- Podcasts and Vodcasts
- Preset web locations
- On-demand downloading
- Variable duration
- Pausable and replayable
- Can be delivered w/o and internet connection
- Audience member retains a copy of each episode

Freedom – like having your own copy of a magazine to browse at your leisure

- Experience it not only when you want but where you wish
- Audio doesn't require your eyes - listening to you when they are needing to :kill: time

- Once a listener or viewer downloads your file, they have it for keeps
- Your file can be copied, passed along and deleted just like any other computer (document) file
- People can “sample” any downloadable content you release

People use streaming when there is copyright issues – i.e. TV Shows, Music, etc.

How do you subscribe

RSS – really simple syndication

Part 1

Content Provider (Podcaster) create a digital listing of “New Releases”

RSS must be written in valid XML

Should contain description of your podcast content

Must say where each recent episode “live” on the internet (where you can find it)

Establish and maintain a permanent “home” \*URI\* for your “New Releases” listing

This is called a “Feed”

This is the first half of the “handshake”, the other partner is the content subscriber

Part 2

Content subscriber – checks for new releases for novel content

Uses software or visit websites that can interpret SML and log your history – RSS aggregator

An aggregator that specializes in podcasts is called a podcatcher

The most prominent podcatcher on the market is Apple’s iTunes software

Your aggregator will only see those episodes listed as “New Release” at the time of its visit

If something appears and then drops out of the “new release” list between visits from your aggregator you’ll miss it

Your aggregator can only work for you when your computer sends it out to make the rounds

Create a digital listing of “New Releases”

Check “New Releases” for novel content

Why does it work this way?

The burden of distribution management is lifted from the content provider

The burden for the audience member is considerably lightened when employing a nimble powerful aggregator

What is a podcast – Core Dietz – defines it as:

an audio file you create in mp3 format

multiple formats – mps and mpeg are most universal

hardware – built in mic, usb mic, mics & board, direct to digital file

software – audacity, Garage Band, Polishing your raw audio files

Which contains your own radio show or any audio you wish other to have

Unique naming and content

Collecting supplemental audio and vial collateral (logos, image, theme music)

Wordsmithing

Logistics – booking guests, equipment

Legal Clearances – copyrights, waivers

Have your actual content

That you upload along with an RSS file to a server

Your content must live on a 24/7 web server

You must create a working RSS feed

Reminder Your feed can't skip town

Think about your budget (it's addictive)

That your intended listeners download using one of several programs that have been created to retrieve your audio file automatically

Downloading with an aggregator or via a website

Who is your intended audience

How will you reach out to them, How will they find you?

So then can listen to it at their convenience on their own iPod or mp3 play

We're in transitional time, the underlying assumptions about how the internet works will shift in the near future